“Thinking Outside the (Lunch) Box: Sales and Marketing Strategies

Florida School Finance Officers Association
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Early Findings

- Money is being made from school assets, and not always by school districts.

- There is inventory to identify and sell.

- There is a market. Companies want to reach your employees, parents and – with care – students.
Advertising in Districts

Why?

- New revenue
- Flexibility and less dependency on state funding and local property taxes
- Saves threatened programs
- Enhances brand image by applying value to district assets and your audiences
Need help? Help yourself.

Six Ways to Generate \textit{New} Revenue for Your District
1. Licensing Agreements

Remind distributors and retailers that school logos are covered under “common law trademark rights.”

Revenue from gross sales should be between 7-10%.

*Two year revenues: $6,787*
2. School Properties

Garages, buildings, or ground leases (cell towers)

Two year revenues: $13,000
3. District Communications

- Direct mail
- E-Newsletters
- Parent Guides
- Code of Conduct

Two year revenue: $41,000
4. No-Cost Affinity Cards

Partner with a financial institution to earn revenue on transactions by cardholders

7,292 cards
$82,925 earned
(two years)
5. Online Advertising

- Add or edit school board policy
- Secure buy-in from school principals
- Install ad placement & tracking software
- Identify inventory
- Set rates
- Sell well
- Report and thank

26 months: $212,440
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Online Advertising

Specialty Pages

Graduation Schedule

Menus
6. Athletics Sponsorships

An accepted blend: Athletics and Advertising
Orange County Public Schools

Athletics Sponsorships

Be Creative

Customize

Deliver on Promises

Event Vendors

Gymnasiums

Football stadiums
Baseball fields
Soccer fields
Cross Country courses
Don’t overdo it.
Rule # 2

Know your limits.
Other Money Maker Ideas

- Media broadcast partnerships
- Brand providers in concession stands
  - Pepsi vs. Coke, Subway, Panera, Hot dog purveyor, etc.
- Employee discounts & deals programs
- Fees to reach or “share” with employees
- Stadium, gym or building naming rights
- Flower bouquet sales at graduations
- Art website for student and instructor art
Revenues 2009-2011

Revenue Sales

- Athletics: 37%
- Online: 42%
- Property: 3%
- Print: 8%
- Licensing: 10%
Orange County Public Schools

Revenue Sources

- Colleges: 21%
- Entertainment: 13%
- Financial: 19%
- Healthcare: 11%
- Restaurants: 11%
- Military: 10%
- Health & Fitness: 3%
- Communication: 9%
- Beverages: 2%
Revenue Allocations

• Ensure success by sharing revenue with schools and programs that own or manage the assets.

• Dedicate revenues to specific causes; i.e., district Athletics Preservation Fund, scholarships, Arts Preservation, etc.

• Publicize your allocations
Summary

- Districts have assets with market value.
- An advertising program shows your public you are innovative and proactive for the benefit of education.
- Options: In house unit vs. 3rd party agents
  - In-house investment pays for itself multiple times without splitting revenues.
  - 3rd party agents can reach more prospects.
- What value you put on your assets translates into brand value to the public.
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OCPS

Means Success
The Operational Side

- Good and frequent communication is important.
- Talk about your success and your menu of opportunities.
- Recruit commercial media sales teams
  – they can bundle your assets with theirs and extend your marketing reach.
Sponsorship Execution Plan

Work with principals and athletic directors in a formal way. Treat them like your clients too.

Communicate every obligation so everyone knows what they must do.
Online Pricing Formulas

- **Annual agreements:**
  - Home page: $1.99/cpm
  - Employee page: $2.99/cpm
  - Student page: $2.99/cpm
  - Parent page: $2.99/cpm

- **Weekly agreements:**
  - Home page: $3/cpm
  - Employee page: $7/cpm
  - Student page: $7/cpm
  - Parent page: $7/cpm
Pricing Formulas Athletic Sponsorships

- Public Address announcements: 1.39 cents/pp
- Football goal post pads: 3.2 cents/pp
- Sideline signage: 5.4 cents/pp
- Basketball court signage: 26.0 cents/pp
Pricing Formulas

- **Online – Targeted**
  - Graduation Schedule: Flat fee $500/month
  - Menu Advertising: 2 cents per student

- **Out-of-Home (OOH)**
  - Garage advertising, monthly: 0.45 cents/pp

- **Print**
  - Annual Parent Guide: 1.27 cents/pp
  - Monthly E-newsletter: .74 cents/pp
Make it Work

- Get them to say yes early. They’ll say yes often.

- Sometimes you have to price low to get the first one on board. It’s better to have inventory sold because, when people see it working, it sells itself.

- Reach out to high profile industry leaders first.

- Be consistent in pricing. Let demand drive it.
Questions?
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